

Message Text

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PAGE 01 PRAGUE 01079 231138Z

17

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 070566

R 230850Z APR 76
FM AMEMBASSY PRAGUE
TO USDOC WASHDC
INFO SECSTATE WASHDC 0064

UNCLAS PRAGUE 1079

FOR BEWT ROBB/EDWARDS/WEISS; BDC FOR AXELROD

E.O. 11652: N/A

TAGS: BEXP, CZ

SUBJ: TECHNICAL SALES SEMINAR: FOOD PROCESSING AND PACKAGING
EQUIPMENT

REF: (A) PRAGUE 818; (B) PRAGUE 985

1. ATTENDANCE AT SEMINAR WAS LIGHT ON MEAT AND DAIRY DAY (APRIL 9), AS ONE WOULD EXPECT IN A CITY WHERE PEOPLE GO TO THEIR COUNTRY HOMES ON FRIDAY AFTERNOONS, THOUGH EPSTEIN AND PECO SAID THEY MADE RIGHT CONTACTS. FRUIT AND VEGETABLE SESSION (APRIL 12) ATTRACTED A GOOD TURNOUT OF CZECH OFFICIALS, SEVERAL OF SENIOR RANK. FMC AND CONTINENTAL CAN WERE PARTICULARLY PLEASED BY THE CONTACTS THEY MADE AT THIS SESSION.

2. CHIEF OF TECHNICAL DEVELOPMENT AT FEDERAL MINISTRY OF AGRICULTURE TOLD US THAT HIS SPECIALISTS, WHO ARE QUITE WELL INFORMED, NEVERTHELESS LEARNED OF MANY NEW PROCESSES AND TECHNOLOGIES AT SEMINAR. HE SAID THERE WOULD BE "FAVORABLE ECHOES" FROM SEMINAR PRESENTATIONS - THE PERSONS WHO ATTENDED WILL HOLD A FORMAL EVALUATION SESSION WITH SENIOR MINISTRY OFFICIALS AND WILL SEND US A WRITTEN SUMMARY OF THEIR EVALUATION. IT DOES NOT APPEAR THAT FIRM DECISIONS HAVE YET BEEN MADE AS TO THE AMOUNTS OF HARD CURRENCY THAT WILL BE ALLOCATED TO THE VARIOUS INDUSTRIAL SECTORS FOR IMPORTS OF EQUIPMENT AND TECHNOLOGY, INCLUDING THE FOOD PROCESSING SECTOR. WE ARE CONVINCED, THOUGH, THAT THIS SEMINAR HAS MADE A SIGNIFICANT IMPRESSION ON THE MINDS OF

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KEY OFFICIALS IN THE FOOD PROCESSING INDUSTRY, AND THAT THESE

OFFICIALS WILL RECOMMEND US TECHNOLOGY WHEN PURCHASE PLANS BECOME FIRM. EPSTEIN, CONTINENTAL CAN, AND FMC ARE THE COMPANIES MOST LIKELY TO MAKE SALES IN THE NEAR FUTURE. FRANRICA AND PROCTOR AND SCHWARTZ ARE AWARE THAT THEIR PROCESSES ARE FIVE YEARS AHEAD OF THE CZECHOSLOVAK MARKET. THEY DO NOT EXPECT TO MAKE IMMEDIATE SALES, BUT THOUGHT THE TRIP WAS WORTHWHILE FOR DEVELOPING A MARKET STRATEGY. GREEN BAY WAS OPTIMISTIC ABOUT THEIR RECEPTION AT TWO CHEESE PLANTS, EVEN THOUGH THEY WERE NOT ABLE TO MAKE IMMEDIATE SALES.

3. IN SUMMARY, WE CONSIDER THIS TSS ONE OF THE BEST NON-EXHIBITION TRADE PROMOTION EVENTS TO COME TO PRAGUE FOR THE PAST SEVERAL YEARS. IT WAS WELL ORGANIZED AND WELL RECRUITED IN WASHINGTON, AND WAS AIMED AT AN INDUSTRIAL SECTOR THAT IS HIGH ON THE CZECHOSLOVAK'S LIST OF PRIORITY INVESTMENTS. WE RECEIVED EXTRAORDINARILY GOOD COOPERATION FROM THE FEDERAL MINISTRY OF AGRICULTURE, AND BELIEVE FRUITFUL AND ENDURING COMMERCIAL RELATIONS ARE ON THE WAY TO BEING ESTABLISHED BETWEEN SEVERAL PARTICIPATING FIRMS AND CZECHOSLOVAKIA.
PERRY

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 23 APR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976PRAGUE01079
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760155-0776
From: PRAGUE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760429/aaaaayeb.tel
Line Count: 82
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 PRAGUE 818, 76 PRAGUE 985
Review Action: RELEASED, APPROVED
Review Authority: buchant0
Review Comment: n/a
Review Content Flags:
Review Date: 24 AUG 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <24 AUG 2004 by cookms>; APPROVED <16 DEC 2004 by buchant0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: TECHNICAL SALES SEMINAR: FOOD PROCESSING AND PACKAGING EQUIPMENT
TAGS: BEXP, CZ
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006